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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky et. al.

Serial No.: 10/700,837

Examiner: Namrata Boveja

RCE Filed: January 11, 2006

Group Art Unit: 3622

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

PRELIMINARY AMENDMENT AND RESPONSE

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Prior to examination of the accompanying Request for Continued Examination and in response to the Final Office Action dated October 19, 2006, please enter the following response and amendment: